

REMARKS

In response to the Office Action dated 27 April 2005, Applicant has cancelled claims 1 – 5, and submitted new claims 6 – 18. Claims 6 – 18 are currently pending in the application.

Applicant has replaced the previous claims with a set of claims that are believed to more clearly point out and define applicant's invention. The rejection of the previous claims indicated that the intent of the claims was not being properly communicated, so applicant has reworked the claims to focus more specifically on the items of interest to the claimed invention.

As described in more detail in the specification, particularly at pages 101 – 104, the method of the present claims is directed to a technique for selecting content items for presentation. The steps now more clearly claimed, and discussed in the specification, include determining a relevancy value for each of said plurality of content items; generating a probability value for selecting each of said plurality of content items from said relevancy values; and probabilistically selecting at least one of said plurality of content items in accordance with each items' probability value.

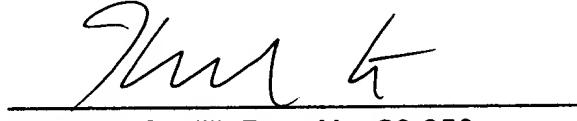
This results in a method that selects from a number of content items available for presentation, with the likelihood of content items being selected being weighted relative to each other. This method is not taught nor suggested by the references previously cited, individually or collectively. The claimed method is therefore novel and non-obvious thereover.

Applicant respectfully requests consideration and allowance of the claims as amended above.

No other fee is deemed to be necessary; however, the undersigned hereby authorizes the Commissioner to charge any additional fees which may be required, or credit any overpayments, to Deposit Account No. **50-1060**.

Respectfully submitted,

27 Sept 2005
Date


Kenneth C. Hill, Reg. No. 29,650
Melvin A. Hunn, Reg. No. 32,574
HILL & HUNN LLP
201 Main Street, Suite 1440
Fort Worth, Texas 76102
(817) 332-2113 (voice)
(817) 332-2114 (facsimile)
kenhill@hillandhunn.com (e-mail)
melhunn@hillandhunn.com (e-mail)

ATTORNEYS FOR APPLICANTS